

**Rated 5 of 5 Stars.** This book is fantastic! It is spot-on for persuasive writing. **This should be the textbook for a class required of all incoming college freshman, and a high school class, a class for all military officers, and a refresher at most companies.**

The author starts with general writing advice, including lots of examples and exercises. The author then goes on to give specific advice regarding resumes, email messages, and presentations -- with more examples. The author ends with more exercises and some more general pointers.

**I don't know of anyone who would not benefit from this book! — Dan Cornford, [Reviewer on NetGalley](#)**